

Authorized Federal Supply Schedule Price List



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Small Business, Woman-Owned

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General Services Administration  
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Authorized Federal Supply Schedule Price List  
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## TABLE OF CONTENTS

Company Information .....	Page 3
Dun and Bradstreet Open Ratings .....	Page 4
Program, Services and .....	Page 5
Product Pricing & Descriptions	
Terms and conditions .....	Page 42
Summary .....	Page 44



MindSpring

## COMPANY INFORMATION

### MINDSPRING'S CENTER FOR INTEGRATED LEADERSHIP



#### ABOUT MINDSPRING

MindSpring Consulting, Inc. is a small-business, woman-owned, sub-chapter S corporation that has consistently provided since 1995 one of the most unique and successful leadership programs in the nation. While the majority of leadership training firms focus on what “effect-based” training processes (focus on behavior, outcomes, over-use of assessments, results, etc.), MindSpring focuses on “cause” based development. We refer to the extensive body of knowledge that we have created around leadership development as the transformational neurology of leadership.

Because MindSpring is a small business, the work is not conducted by lower level trainers who show up with a three-ring binder but is conducted by the people close to the on-going development of this successful model. The people who conduct the work are experts at what they do and are dedicated how to help the client achieve the results they are after. In Dr. Haydn Hasty's own words, “It's not what we know about leadership that matters but how much we can cause others to know. It's not what we have achieved in our own lives but how much we can cause others to achieve. It's not what we are but what we can cause others to be. This is the test of our worth and value to our clients.”

#### EXPERIENCE AND FOCUS

Through our vast experiences nationally and abroad, MindSpring has played an influential roles in the lives of thousands of participants. We have exceptional experience across many parameters of leadership development and are dedicated to the relationship developed with our clients. **What makes our work unlike those of our competitors** is that we come from the arena of education, the arena of learning and teaching. We believe that learning is change and that one teaches through demonstration. They are inseparable processes. Our ability to design curriculums and processes, and conduct program delivery is exceptional.

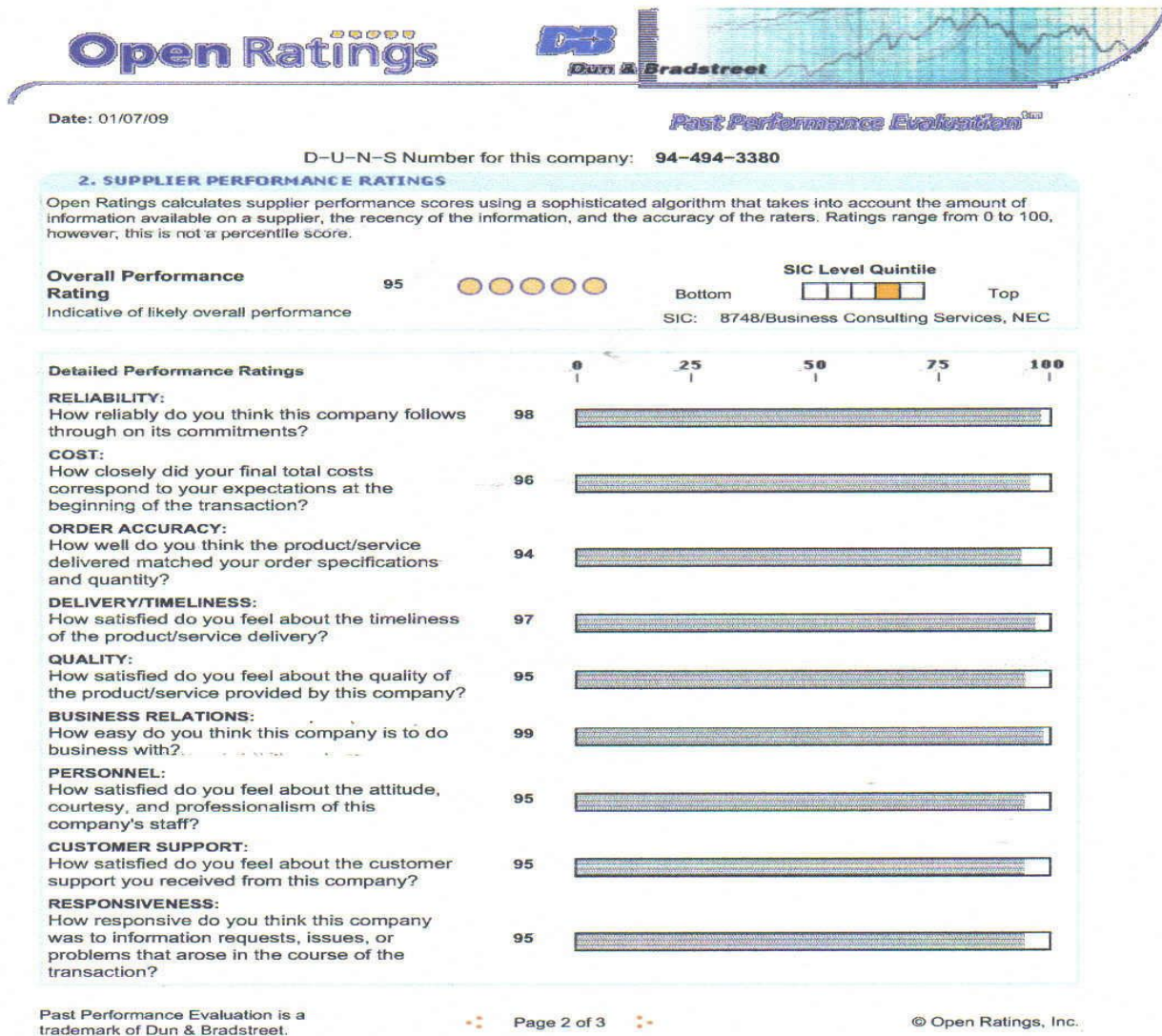
The main focus of our work is helping the participants change their minds. While team building activities, outdoor experiences are valuable, they are not transformational. We view these experiences only as extensions of the content being learned in the classroom. The **Center for Integrated Leadership** represents a cohesive and powerful curriculum for leadership development that has taken many years to develop. Instead of a hodge-podge of different and unrelated offerings, the **Center for Integrated Leadership** encompasses beginning, middle, and executive levels of development, resulting in a dynamic and fluid development process.

#### SERVICES

MindSpring's programs are highly interactive and provide the participant with an in-depth exchange with the content being taught. Conducted at any location, including our beautiful facility in Asheville, NC, we combine a wide array of tools, assessments, and discovery processes that help the participant leave as a better leader and

person. In our programs, you are encouraged to stretch your awareness, your understanding, and your willingness to expand your capabilities.

With regular consistency, our programs result in transformation for many individuals and insight and understanding to last a lifetime. In a 2009 independent study conducted by Dun and Bradstreet, MindSpring received a score of 95/100.



1a. Pricing and Descriptions:  
CORE PROGRAMS / OFF THE SHELF PROGRAMS  
CONDUCTED AT YOUR LOCATION  
(DOES NOT INCLUDE TRAVEL)



COURSE TITLE	DESCRIPTION	GSA PRICE PER PARTICIPANT (INCLUDES IFF)
Mentoring: Cultivating Leadership (Per Person)	3 Days	\$1,355.67
Faces of Leadership (Per Person)	3 Days	\$1,355.67
The Essence of Excellence (Per Person)	3 Days	\$1,355.67
Mentoring: Cultivating Leadership 2 People -11 People	3 Days	\$13,706.30
Faces of Leadership 2 People -11 People	3 Days	\$13,706.30
The Essence of Excellence 2 People -11 People	3 Days	\$13,706.30
Mentoring: Cultivating Leadership 12 People - 25 People	3 Days	\$15,937.03

COURSE TITLE	DESCRIPTION	GSA PRICE PER PARTICIPANT (INCLUDES IFF)
Faces of Leadership 12 People - 25 People	3 Days	\$15,937.03
The Essence of Excellence 12 People - 25 People	3 Days	\$15,937.03
The Mission Possible Team Experience (Offered only May through October) 1 Person -15 People	3 days	\$14,659.05



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ADDITIONAL SERVICES, PROGRAMMING, AND PRODUCTS



COURSE TITLE	DESCRIPTION	GSA PRICE PER PARTICIPANT (INCLUDES IFF)
Individual Coaching / Executive Coaching	Hourly	\$145.09
Individual Coaching / Executive Coaching	1 Day	\$1,450.88
Individual Coaching / Executive Coaching	2 Days	\$2,901.76
Dealing with Conflict, Anger, and Difficult People	Per Webinar	\$135.11
Business Development Consulting or Strategic Planning Services	Per Day	\$2,539.04
360° Leadership Evaluation	Per Person	\$539.55

TITLE	DURATION	GSA PRICE PER PERSON (INCLUDES IFF)	GSA GROUP PRICE (INCLUDES IFF)
FACES OF LEADERSHIP	3 days	\$1,345.50	up to 11: \$13,706.30 from 12 – 25: \$15,937.03

Faces of Leadership is an advanced leadership program and is viewed by many individuals as a culmination of growth as a result of participating in other programs and processes.

There are many different views of what leadership entails. However one may look at it, leadership in its advanced form implies pursuit of mastery at some level. A person at an advanced stage would necessarily be able to serve as a strong and reliable source of leadership not only to his / her organization but to the individuals within his or her followership.

To accomplish this, MindSpring Consulting has created two powerful tools to help participants move closer and closer to mastery of the principles listed below.

- **LSC Chart:** The Leadership Style Chart provides the leader with an in-depth understanding of seven leadership styles, the positive and negative behavioral patterns associated with each of those styles, and the evolutionary path available to each participant of the kind of leader they are capable of being.
- **The Leadership Box:** This tool is designed to provide participants an in-depth understanding of the origins of their leadership, how their beliefs, experiences and perceptions have shaped their leadership, and what they can do about them to exact the leadership outcomes they desire.

Faces of Leadership is an intense and challenging leadership experience that will significantly contribute to the leadership development goals of your organization.

### Objectives

As a result of our experiences, we believe that there are 5 crucial areas of development that comprise the heart of the advanced program:

- Focusing on the development of others and successful leadership strategies and goals.
- Ability to provide and receive critical feedback.
- Ability to create trust within the organization and within relationships.
- Self-awareness: an understanding of oneself that translates into an understanding of others.
- Integrity: the condition of being whole and on a mission.
- Accepting responsibility for serving as a leadership “lighthouse” for your organization.

TITLE	DURATION	GSA PRICE PER PERSON (INCLUDES IFF)	GSA GROUP PRICE (INCLUDES IFF)
THE ESSENCE OF EXCELLENCE	3 days	\$1,345.50	up to 11: \$13,706.30 from 12 – 25: \$15,937.03

Through our many years of working with teams and individuals, in highly functional situations and crisis-oriented situations, in dominantly traditional-militant based leadership groups and modern-progressive based leadership groups, MindSpring has created "The Essence of Excellence." This program is a culmination of our learning experiences and the wisdom that has been accumulated through decades of relationships and integrated work with individuals, teams and organizations. It is the newest addition to our leadership curriculum.

Consistent with all of the individual components and curriculum that make up "The Center for Integrated Leadership," this program reveals the nature of excellence by first examining the nature of mediocrity and how it is created in groups and teams. Seven (7) central areas of group dynamics and processes are carefully examined and profiled:

1. Communication processes and expectations
2. Inter/ and intra/ personal relationships
3. Managing and developing people
4. Integrity
5. Over-reliance on past models of achieving desired outcomes
6. Failure to address emerging conditions and threats to excellence
7. Downgrading of expectation as a response to those dynamics in order to survive.

When these dynamics are not honored, articulated and protected by leadership as well as team members, mediocrity can creep into each of these crucial areas and erode, blind, deafen, and destroy the possibility of excellence and high-functioning environments. Mediocrity predictably becomes the new benchmark by which the team is known, although the team may be completely unaware of this condition. Under stress and in overload, individuals and teams begin to normalize the abnormal and insist that working harder will solve all woes.

The second part of the program reveals the descriptions and operational behavior of each of these same seven dynamics when they are part of high-performing teams and legacy leadership behaviors. Using this model as a guide and an increased understanding of mediocrity and excellence as an advantage, participants will be given ample time to begin to construct their own model of excellence based upon the seven dynamics above. Through these processes, participants develop strategies for working smarter and with heightened intentionality.

#### Objective

To design, build and refine excellence as the dynamic by which your leadership, team, organization is known.

TITLE	DURATION	GSA PRICE (INCLUDES IFF)
INDIVIDUAL COACHING / EXECUTIVE COACHING	Hourly 1 day at MindSpring 2 days at MindSpring	Hourly: \$145.09 1 day at MindSpring: \$1,450.88 2 days at MindSpring: \$2,901.76

All of our highly credentialed coaches have significant experience in group and individual leadership training and development, program facilitation, and coaching. Since 1993, individuals and companies of all sizes have used MindSpring for its leadership development needs. We do not dove-tail on the end of the most recent Harvard Review article or align ourselves with a previously popular model of leadership but have carved out an original and impacting stance on leadership development and personal mastery. The delivery of our one-on one coaching services is of the very highest caliber and provides you with results-oriented outcomes you need.

From an organizational basis, we believe strongly that the excellence of your organization will not exceed the degree to which its people are being developed. From an individual basis, we believe the future of your personal and professional life hinges on the degree to which you can understand and master the forces and dynamics that are shaping them.

While the workplace remains a technologically dependent environment, experience has taught us that people remain the single greatest resource in any organization. Using a variety of online and offline resources, MindSpring can help you get the results you desire.

Philosophically, we know it is important that the teacher know their content and believe what s/he is saying. But it is equally important that the teacher believe in the student. We deeply believe that given the proper tools and understanding of the dynamics affecting performance, people can and do choose to overcome limitation, improve, and achieve their goals.

Over a vast amount of experience in the teaching, facilitation, and coaching experience, we know that great leaders are people whose leadership has been developed through increased self-awareness. These leaders are known by a strong emotional awareness of themselves and others, a strong ability to read other people, and a well-developed ability to receive and give critical feedback in an appropriate manner.

They demonstrate appreciation for people at all levels of daily operations and understand that leadership power is gained not through power over people but through power with people. They are aware of the impact of their position on others. While they strive to meet or exceed the production, financial or service goals of the organization, they remain tactically aware of the need to create environments in which the followership wins.

They are constantly involved in improvement processes and can inspire groups by their mere presence. Steeped in integrity, they have an increased understanding of non-linear dynamics of groups and of the nature of cause and effect. They understand that it is not about their own needs but the needs of the group.

TITLE	DURATION	GSA PRICE PER PERSON (INCLUDES IFF)
ON-DEMAND WEBINAR: DEALING WITH CONFLICT AND DIFFICULT PEOPLE	On-demand	\$135.11 (Licensing available)

The ability to give and receive critical feedback is an essential characteristic of trusted and effective leaders. All performance measurement tools include the ability to deal with conflict effectively, and the highest performing teams rank high in the ability to disagree constructively. It is increasingly essential to have the ability to communicate effectively with increased responsibilities, and demand for innovation and vision.

This **90 minute on-demand webinar** explores your ability to stay calm and focused, even in the face of conflict, disagreement, or uncomfortable conversations. We provide a strategy for providing feedback and for dealing with emerging conflict and circumstances that allows for powerful outcomes rather than frustration, avoidance and paralysis. This program includes a print-ready card for using the COIN feedback strategy.

#### Objectives

- Increase your understanding of the nature of critical feedback.
- Learn a strategy for moving through conflict with the intention of creating a win/win scenario.
- Examine your thinking process, its barriers, and how to increase your ability to give and receive feedback without taking it personally.

Consider the implications for providing clear feedback, and the motivation to seek it out.

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TITLE	DURATION	GSA PRICE PER DAY(INCLUDES IFF)
BUSINESS DEVELOPMENT CONSULTING OR STRATEGIC PLANNING SERVICES	On-demand	\$2,539.04

**Bob Collins** serves as MindSpring's Business Development Consultant. He has 30 years' experience in North America and Asia with 6 years residing in the Republic of Singapore and over 12 years working for major US companies in Japan, China, Taiwan, and India.

He is a graduate of Rutgers University and a graduate of the Stanford Business Schools Senior Executive Development Program. He is a specialist in organizational structure, sales management, expansion development initiatives, long and short term business strategy development, and succession planning.

Bob has consulted with businesses of all sizes, helping them reach their business development goals.

In our strategic services, MindSpring uses its model of "The Essence of Excellence" (see page 18) as the foundation upon which these services are delivered.

Prior to meeting with you, MindSpring will examine four quadrants of operations:

1. What you, your customers, and others all know about you.
2. What you know about yourself **but your customers and others do not.**
3. What customers and others know about you **but you do not.**
4. What **neither one of you** know about you.

With solid preparation and investigation into daily operations, leadership patterns and outcomes, and hidden dynamics, MindSpring can provide you with a powerful strategic planning process.



TITLE	GSA PRICE FOR TEAMS UP TO 15 (INCLUDES IFF)
THE MISSION POSSIBLE TEAM EXPERIENCE / CAN ONLY TAKE PLACE MAY THROUGH OCTOBER	\$14,659.05

The 3 day **Mission Possible Team Experience** is a tremendous experience for you and your team and is MindSpring's most successful team-building experience.

MindSpring Consulting recognizes that there are many diverse forces, needs, and perceptions at work within any group. Some groups require individuals strong in sequential step-by-step progression. Other groups rely upon individuals versatile in random, three-dimensional, creative patterns. The entire organization benefits when team members increase their awareness of these dynamics.

To maintain and nurture an effective team and to be able to predict their success, it is important to assess the strengths, weaknesses, and needs of the individual. Assessing the role the individual plays in relationship to the above goals is essential but it is equally important to know what skills are required in order for the team to succeed. It is not simply a matter of offering a "cookie-cutter" solution to everyone.

Using a style delineator, participants will examine and refine their understanding of the dynamics related to successful teams, develop appreciation for differences, and understand how to nurture those differences.

Near the end of the 1<sup>st</sup> classroom day, you and your team will begin preparations for the 2<sup>nd</sup> day's schedule. Functioning independently from the end of the 1<sup>st</sup> day to lunchtime of the 2nd day, you are simply provided a set of instructions that tell you:

1. What must be prepared the night of the 1<sup>st</sup> day.
2. Directions for where to report on the morning of the 2<sup>nd</sup> day.
3. The name of a person you must locate upon arriving.
4. This person will give you a box. Inside the box are your instructions as how to get from where you currently are to a destination 25 miles away.
5. **You do not have to be in shape. There is no hiking, swimming, rafting or sweating.**
6. Assuming that you are successful, MindSpring will meet you for lunch on the second day.
7. The 3<sup>rd</sup> day is dedicated to consolidating your learning and how highly effective teams function.

Interactive and experiential, the 3<sup>rd</sup> day in the classroom is dedicated to using the previous day's experience to substantially increase the participant's understanding of how effective teams function and what they can do about it.

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TITLE	DURATION	GSA PRICE PER PERSON (INCLUDES IFF)
360° LEADERSHIP ASSESSMENT	On-demand	\$539.55

The CheckPoint 360° Competency Feedback System is a multi-rater feedback process that provides participants with an opportunity to receive an evaluation of their job performance from the people around them – their boss, their peers, and the people whose work they supervise. From this feedback, participants can compare the opinions of others with their own perceptions, positively identify their strengths, and pinpoint the areas of their job performance that could be improved. This assessment process is concerned with the participant's job performance in eight skill clusters and 18 universal competencies, described as follows:

<b>COMMUNICATION</b> <ul style="list-style-type: none"> <li>○ Listens to others</li> <li>○ Processes information</li> <li>○ Communicates effectively</li> </ul>	<b>TASK MANAGEMENT</b> <ul style="list-style-type: none"> <li>○ Works efficiently</li> <li>○ Works competently</li> </ul>
<b>LEADERSHIP</b> <ul style="list-style-type: none"> <li>○ Instills trust</li> <li>○ Provides direction</li> <li>○ Delegates responsibility</li> </ul>	<b>PRODUCTION</b> <ul style="list-style-type: none"> <li>○ Take action</li> <li>○ Achieves results</li> </ul>
<b>ADAPTABILITY</b> <ul style="list-style-type: none"> <li>○ Adjusts to circumstances</li> <li>○ Thinks creatively.</li> </ul>	<b>DEVELOPMENT OF OTHERS</b> <ul style="list-style-type: none"> <li>○ Cultivates individual talents</li> <li>○ Motivates successfully</li> </ul>
<b>RELATIONSHIPS</b> <ul style="list-style-type: none"> <li>○ Builds personal relationships</li> <li>○ Facilitates team success</li> </ul>	<b>PERSONAL DEVELOPMENT</b> <ul style="list-style-type: none"> <li>○ Displays commitment</li> <li>○ Seeks improvement</li> </ul>

Each participant completes an evaluation, a process that takes about 30 minutes. They are guaranteed anonymity (except for the "Boss") and urged to be honest and objective in their responses. Participants may complete their assignments via the Internet and results from all participants are compiled in a report that is returned to the individual.

The 360° Competency Feedback System is an effective leadership development system that pays big dividends in improved performance. The proposed coaching that accompanies this evaluation process is detailed on the page 19.

MindSpring has created highly effective delivery systems for helping groups and teams address the feedback obtained from the assessment process.

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TITLE	DURATION	GSA PRICE PER PERSON (INCLUDES IFF)	GSA GROUP PRICE (INCLUDES IFF)
MENTORING: CULTIVATING LEADERSHIP	3 days	\$1,345.50	up to 11: \$13,706.30 from 12 – 25: \$15,937.03

Mentoring is the art of giving, sharing, and teaching wisdom. Unlike coaching, there is no model to which the individual is being compared (i.e. 360° leadership evaluation results, Myers-Briggs temperament results, job expectations, etc.) Highly effective mentoring incorporates the invisible dynamics of cause and effect, the un-measurable elements of perception and change, and most of all, helps the student realize the difference between the real and the unreal.

In powerful mentoring relationships, the “model” that the mentor uses to convey this wisdom is the individual (the mentee) and how the individual has constructed the world and him or herself through their perceptions, opinions, experiences, and beliefs. The mentor is fully aware that the wisdom the mentee needs to improve life, and work does not lie outside themselves but inside themselves. The mentor is fully aware that the true mentee-mentor role is a symbiotic one, one in which the role of mentor and mentee is often reversed. The mentor is fully aware that true learning results in change and that change is the desired outcome of the relationship.

This program is dedicated to increasing the participant’s ability to serve in the mentor role as one who not only knows the path, but one who walks the path, as one who teaches the path of change and growth by demonstrating it. This program is dedicated to helping you move from being a leader to being a developer of leaders.

MindSpring recognizes that your organization may not bestow upon you the role of mentor, and yet mentoring roles and behaviors are needed in every organization. We do assume you are choosing to pursue and fulfill the role of integrated leader and mentor, to become what you are capable of being by teaching others how to be it, to have what you desire in your life by teaching others how to have it. The role of mentor is not earned but chosen as a path of leadership and life.

Mandatory preparation (required reading, self-examination, etc.) is crucial to successful participation in this program and will be forwarded to the participants prior to the start of the program. On-line exercises are also part of this curriculum and a valuable tool for practice and reinforcement of the content. The program is comprised of two sections with time between for reflection, study, and concept practice.

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## OVERVIEW OF LEADERSHIP DEVELOPMENT SERVICES

Leadership Development Services offered AT MINDSPRING CONSULTING, INC. /  
ASHEVILLE, NC

Signup online at: [www.helpingyougrow.com](http://www.helpingyougrow.com)

Prices include all materials. Terms and Conditions: Net 30 / 1% discount if paid by 15 days.

Course Title	Course Length	Price
Leadership Beginnings: Style and Style Impact	2 days	\$805.50 (10% discount from \$895.00)
Integrity: The Foundation of Optimal Performance and Innovation	2 days	\$805.50 (10% discount from \$895.00)
Dealing with Conflict and Difficult People	2 days	\$805.50 (10% discount from \$895.00)
Leadership through Emotional Intelligence	3 days	\$1075.50 (10% discount from \$1195.00)
Wellness and Healthy Choices for the Overwhelmed Leader	2 days	\$805.50 (10% discount from \$895.00)
Leadership through Emotional Intelligence: The Advanced Program	3 days	\$1075.50 (10% discount from \$1195.00)
The Mastery of Leadership: Developing the Evolving Leader	12 days	\$6165.00 (10% discount from \$6850.00)
360° Leadership Evaluation	Online (normally, 1-2 weeks)	\$472.50 (10% discount from \$525.00)
Coaching (Individual)	Hourly	\$135.00 per hour (10% discount from \$525.00)

Leadership Development Services offered AT YOUR LOCATION.

Contact us at [inquiry@helpingyougrow.com](mailto:inquiry@helpingyougrow.com)

Prices include all materials but do not include travel, lodging, or meals. Prices include all materials. Terms and Conditions: Net 30 / 1% discount if paid by 15 days.

Course Title	Course Length	Price
Individual and Group Dynamics: Building Effective Teams	2 days	\$8075.00 (10-20) / 5% discount \$9025.00 (21 - 35) / 5% discount
Leadership Beginnings: Style and Style Impact	2 days	\$8075.00 (10-20) / 5% discount \$9025.00 (21 - 35) / 5% discount
Integrity: The Foundation of Optimal Performance and Innovation	2 days	\$8075.00 (10-20) / 5% discount \$9025.00 (21 - 35) / 5% discount
Dealing with Conflict and Difficult People	2 days	\$8075.00 (10-20) / 5% discount \$9025.00 (21 - 35) / 5% discount
Leadership through Emotional Intelligence	3 days	\$12,825.00 (10-20) / 5% discount \$14,606.00 (21-35) / 5% discount
Wellness and Healthy Choices for the Overwhelmed Leader	2 days	\$8075.00 (10-20) / 5% discount \$9025.00 (21 - 35) / 5% discount
Leadership through Emotional Intelligence: The Advanced Program	3 days	\$12,825.00 (10-20) / 5% discount \$14,606.00 (21-35) / 5% discount
The Mastery of Leadership: Developing the Evolving Leader	12 days	\$5480.00 per participant (20% discount from \$6850.00!)
360° Leadership Evaluation	Online (1-2 weeks)	\$472.50 (10% discount from \$525.00)
Coaching (Individual)	Hourly	\$135.00 per hour (10% discount from \$525.00)

Leadership training IMI product capable of being delivered web-based and posted to a U.S. Government distributed learning site.  
Contact us at [inquiry@helpingyougrow.com](mailto:inquiry@helpingyougrow.com)

Prices include all materials but do not include travel, lodging, or meals. Prices include all materials. Terms and Conditions: Net 30 / 1% discount if paid by 15 days.

Course Title	Course Length	Price
The Totally Responsible Person	2-4 hours	\$179.00 per person (10% discount) (group discounts are available / negotiable)

*This program is conducted at MindSpring Consulting, Inc. / Asheville, NC.  
To see programs that can be conducted at your location, turn to page 14.*

**Course Title:** Leadership Beginnings: Style and Style Impact  
**Course length:** 2 days  
**Location:** MindSpring Consulting, Inc. / Asheville, NC  
**Costs:** \$805.50 (Represents a GSA discount of 10% from \$895.00)

Style and Style Impact involves significantly increasing your awareness of the needs, beliefs, motivations, and emotions that are creating your leadership patterns.

To accomplish this goal, the program will focus on the 10-step leadership model developed by MindSpring Consulting that highlights 10 essential aspects of leadership development. In addition, we will assess the individual within the group. The profile will identify:



- What is easy for the individual to do.
- What kind of work environment the individual prefers.
- Areas in which the individual may have difficulty.
- What the individual may need to learn.

Using an approach that serves as a self-awareness lens into the internal dynamics and forces within the group, individuals will:

- Examine and explore their perceptions, values, and communication patterns.
- Look at the barriers to their own individual growth

and potential.

- Understand more accurately than before their relationship to the group and their degree of willingness to enhance that role by improving their own individual style.

#### Objectives:

- Work with a clearly defined leadership model in such a way that a common leadership language is shared and articulated throughout the organization.
- Understand the forces driving your leadership style.
- Become aware of the factors, visible and invisible, which are impacting your leadership effectiveness.
- Create a leadership development plan that addresses those findings.

*This program is conducted at MindSpring Consulting, Inc. / Asheville, NC.  
To see programs that can be conducted at your location, turn to page 14.*

<b>Course Title:</b>	Integrity: The Foundation of Optimal Performance and Innovation
<b>Course length:</b>	2 days
<b>Location:</b>	MindSpring Consulting, Inc. / Asheville, NC
<b>Costs:</b>	\$805.50 (Represents a GSA discount of 10% from \$895.00)

The absence of integrity penetrates the core of our social, political, professional and family lives. The workplace can be affected by theft, passive aggressive behaviors, and one-upmanship. The corporate scandals that have severely weakened the economic stability of this country reveal the dark side of business in America, accounting for the loss of security and well-being for thousands.

We continue to operate out of a condition of survival, not realizing that requirements of survival have long since been met.

Integrity is a natural condition with which we are born but in time, learn to give up, thinking we are better off without it. As a result, we become so acclimated to competitive, win/lose environments and relationships, it never occurs to us there is a way out. The degree of integrity you practice alters not only every circumstance of your life, but your reactions to those circumstances.

"I am writing to express my sincerest gratitude for the work you do and for the results I achieved. At the time the seemingly benign exercises, experiences and interactions during the course has led to a monumental shift in my consciousness which has led to an increase in my productivity and leadership presence, well-being, as well as a marketed increase in business. While I continue to work to integrate that which I absorbed during the course, the benefits have been experienced almost immediately. The investment I made in terms of both time and money were well spent and paying returns in both the financial as well as spiritual arena. Thank you again."

**Integrity: The Foundation of Optimal Performance and Innovation** is a transformational program designed to look at different stages of integrity and the natural results of each stage. Based upon the work of Ron Smotherman, M.D., this program provides clear descriptions and identifiable characteristics of each stage, as well as suggestions and strategies for moving up the ladder into higher levels of responsibility, performance and organizational innovation.



#### **Benefits for the Individual:**

- Concrete and practical model of integrity.
- Identification of predictable integrity outcomes.
- Strategies and motivation for increasing integrity and performance outcomes.

#### **Benefits for the Organization**

- A clearly defined plan to increase integrity throughout the organization.
- Increase of trust, dependability, and motivation among employees.
- Increase of responsibility and decrease of destructive behavior at all levels of operations.

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*This program is conducted at MindSpring Consulting, Inc. / Asheville, NC.  
To see programs that can be conducted at your location, turn to page 14.*

<b>Course Title:</b>	Leadership through Emotional Intelligence
<b>Course length:</b>	3 days
<b>Location:</b>	MindSpring Consulting, Inc. / Asheville, NC
<b>Costs:</b>	\$1075.50 (Represents a GSA discount of 10% from \$1195.00)

Our definition of emotional intelligence is the degree to which you can direct the flow, energy, and intention of your emotional machinery at will, regardless of the circumstances. This is not an easy task. Coming under fire, operating under pressure, dealing with conflict, confronting problematic relationships at work...all of these have the tendency to drive the leader into the worst of themselves.

EQ is a hidden advantage. It is a science of personal effectiveness, leadership, and trusting relationships. It is a dynamic of leadership that can create and sustain trust, loyalty, commitment, productivity, and innovation in organizations when properly managed. We believe strongly that it is the cornerstone of powerful, dynamic leadership.

Through individual and group activities, the **Leadership through Emotional Intelligence** program can serve as a valuable and lasting tool in helping you reach your leadership goals. Therefore, careful attention is paid to the development of a strong foundation. From the individual and group activities and the assessment results, you will be provided the opportunity to address your situation and prepare strategies that address the outcomes you truly desire and ones that your followership requires.

"I wanted to share a comment I received from a friend with whom I speak almost daily. The comment was that I have been different in a positive way since Cincinnati. I do not get as uptight as I did before. I'm much more flexible when things don't go the way I think they should. I don't sit around and stew on things like I used to. I'm smiling and laughing more. I realized she was right."



This "hands-on" program is intended to confront you in a healthy and appropriate manner about your emotional intelligence so that, without exception, you will leave here as a better leader, a better follower, and a better person.

#### Individual Benefits

- Increasing your ability to deal with conflict and critical feedback.
- Understanding the 5 basic emotions and how they affect your life and work.
- Increased understanding in dealing effectively with stress and habitually negative states.

#### Organizational Benefits

- Deliver a superior product backed by superior customer service.
- Develop the potential of your organization's #1 resource: its people.
- Think outside the box in an innovative and timely manner.

#### Skills That Matter

- Training your LeaderSelf to override your StressSelf.
- Communicate out of Leadership Condition rather than Leadership Position.

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*This program is conducted at MindSpring Consulting, Inc. / Asheville, NC.  
To see programs that can be conducted at your location, turn to page 14.*

<b>Course Title:</b>	Dealing with Conflict and Difficult People
<b>Course length:</b>	2 days
<b>Location:</b>	MindSpring Consulting, Inc. / Asheville, NC
<b>Costs:</b>	\$805.50 (Represents a GSA discount of 10% from \$895.00)



**Dealing with Conflict and Difficult People** focuses on the skill of constructive discontent, the ability to remain comfortably uncomfortable in conflict, to be the number one characteristic by which your leadership is judged and remembered. Increasing your ability to give and receive critical feedback in a positive and healthy manner is essential to positive, accountable leadership.

The skill of giving and receiving critical feedback is paramount in developing trust throughout the group. On nearly every performance measure, high

performing teams are good at sharing feedback. It's not personal. Staying calm and deeply intentional in the face of strong words and emotion is the truest indicator of your leadership. How you respond to feedback determines the outcomes of group work.

In many cases, the traditional leader will come at the worst of 'them' from the worst of 'him / her.' Operating out of stress and defense, the traditional leader attacks the message and / or the messenger. Our work centers on the ability to deal with the worst of 'them' from your LeaderSelf versus your StressSelf. But there are also times to be the giver of difficult feedback. There are times to initiate conflict.

To achieve this goal, MindSpring has created two central strategies that will help you improve your ability to deal with conflict immediately.

#### **Program Objectives:**

- Increase your understanding of the nature of critical feedback.
- Learn strategies for moving through conflict with the intention of creating a win/win scenario.
- Examine your thinking process, its barriers, and how to increase your ability to give and receive critical feedback without taking it personally.

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*This program is conducted at MindSpring Consulting, Inc. / Asheville, NC.  
To see programs that can be conducted at your location, turn to page 14.*

<b>Course Title:</b>	Wellness and Healthy Choices for the Overwhelmed Leader
<b>Course length:</b>	2 days
<b>Location:</b>	MindSpring Consulting, Inc. / Asheville, NC
<b>Costs:</b>	\$805.50 (Represents a GSA discount of 10% from \$895.00.)

The Overwhelmed Leader program focuses on increasing your understanding of personal wellness and teaches techniques that reduce stress and improve the physical and mental aspects of daily living.

Unchecked tension, anger, frustration, and insecurity are all negative triggers into stress that can easily erode your well-being. Discovering repetitive patterns that keep you stuck in these negative emotional states is highlighted. Because emotional pain and conflict are often stored in the muscles and tissues of our bodies, part of the workshop is dedicated to discovering some of those areas, and altering the manner in which you deal with stress.

The Overwhelmed Leader teaches leaders who are inundated with daily responsibilities how to trigger natural relaxation processes in the body and to develop an effective personal response to stress and conflict. Increasing awareness of your inner resources to deal productively with stress is emphasized.

#### The Stress Process

- Irrational beliefs about stress.
- Polarities of the mind as conditions for stress.
- Repressed emotions.
- Habitual triggers into stress.

#### Benefits for the individual:

- Identify precisely the habitual triggers that cause you to upload and live in predictable, stressful conditions.
- Plot your habitual stress processes through the mind, body, emotion, and outcome stages to create new templates of behavior and responses to daily stress.
- Design and implement healthy mental, physical and emotional strategies as response mechanisms to leadership demands.
- Increase awareness of your inner resources to deal productively with stress.

#### Benefits for the organization:

- Increase the leader's ability to respond effectively to change, pressure, conflict and uncertainty, especially in tough economic times.
- Improve the leader's behavior modeling for others in the organization.
- Increase clarity and intentionality of the whole group through the leader's improved clarity and intentionality.

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*This program is conducted online from any location.*

<b>Course Title:</b>	360° Leadership Evaluation Process
<b>Course length:</b>	2 weeks or less
<b>Location:</b>	Online
<b>Costs:</b>	\$472.50 (Represents a GSA discount of 10% from \$525.00.)

The Profiles CheckPoint 360 Competency Feedback System is a multi-rater feedback process that provides participants with an opportunity to receive an evaluation of their job performance from the people around them – their boss, their peers, and the people whose work they supervise. From this feedback, participants can compare the opinions of others with their own perceptions, positively identify their strengths, and pinpoint the areas of their job performance that could be improved. This assessment process is concerned with the participant's job performance in eight skill clusters and 18 universal competencies, described as follows:

- **COMMUNICATION**
  - Listens to others
  - Processes information
  - Communicates effectively
- **LEADERSHIP**
  - Instills trust
  - Provides direction
  - Delegates responsibility
- **ADAPTABILITY**
  - Adjusts to circumstances
  - Thinks creatively
- **RELATIONSHIPS**
  - Builds personal relationships
  - Facilitates team success

- **TASK MANAGEMENT**
  - Works efficiently
  - Works competently
- **PRODUCTION**
  - Take action
  - Achieves results
- **DEVELOPMENT OF OTHERS**
  - Cultivates individual talents
  - Motivates successfully
- **PERSONAL DEVELOPMENT**
  - Displays commitment
  - Seeks improvement

"I just wanted to tell you thanks for all that you have done to help our organization grow and for pushing me out of my comfort zone. It would have been easy for me not to 'do the deed' but you would not let me get away with it. You probably know I was never lacking in confidence but you clearly have mentored me into becoming an even more powerful person. You have been one of the 2-3 most powerful influences in my life and I will always appreciate you for that."

## THE PROCESS

Each participant completes an evaluation, a process that takes about 30 minutes. They are guaranteed anonymity (except for the 'Boss') and urged to be honest and objective in their responses. Participants may complete their assignments via the Internet and results from all participants are compiled in a report that is returned to the individual.

The 360° Competency Feedback System is an effective leadership development system that pays big dividends in improved performance. The proposed coaching that accompanies this evaluation process is detailed on the following page.



*This service is conducted by telephone conference from any location.*

<b>Course Title:</b>	Individual Coaching
<b>Course length:</b>	TBD
<b>Location:</b>	Telephone Conference
<b>Costs:</b>	\$135.00 per hour (Represents a GSA discount of 10% from \$150.00)

In our combined 120+ years of teaching, facilitation, and coaching experience, we know that effective leaders are people whose leadership has been developed through increased self-awareness.

These leaders are known by a strong emotional awareness of themselves and others, a strong ability to read other people, and a well-developed ability to receive and give critical feedback in an appropriate manner. They demonstrate appreciation for people at all levels of daily operations and understand that leadership power is gained not through power over people but through power with people.

They are aware of their impact on others and practice what we refer to as leadership "Os:"

**Leadership Objective:**  
To meet or exceed the production, financial or service goals of the organization.

**Leadership Obligation:**  
Plain and simple: To create environments in which the followership wins.

They are constantly involved in improvement processes and can inspire groups by their mere presence. Steeped in integrity, they have an increased understanding of non-linear dynamics of groups and of the nature of cause and effect. They understand that it is not about their own needs but the needs of the group.

#### STEP ONE

Developing the relationship, we will discuss the issues, current and emerging conditions, and desired leadership goals.



#### STEP TWO

We will **customize** the coaching process, determine what evaluation tools are to be used, and establish timelines.



#### STEP THREE

Comprehensive and impacting coaching sessions take place to **address findings and design strategies** to improve.



#### STEP FOUR

We will provide **follow-up and follow-through** sessions to address intended outcomes and to motivate the leader to stay on the path of improvement.



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#### What organization doesn't need leaders like this?

These are the kinds of leaders and leadership behaviors that our coaching processes and skills can help you develop in your organization, resulting in an improvement in leadership conditions, daily operations, relationships, and organizational climate.

"This training is a must for all employees. I can't explain what happened here this week, but it's something I'll never forget."

*This program is conducted at MindSpring Consulting, Inc. / Asheville, NC.  
To see programs that can be conducted at your location, turn to page 14.*

<b>Course Title:</b>	Leadership through Emotional Intelligence: The Advanced Program
<b>Course length:</b>	3 days
<b>Location:</b>	MindSpring Consulting, Inc. / Asheville, NC
<b>Costs:</b>	\$1075.50 (Represents a GSA discount of 10% from \$1195.00.)

The Advanced Program represents the advanced leadership program, a culmination of growth following the entire leadership development process.

There are many different views of what leadership entails. However one may look at it, leadership in its advanced form implies pursuit of mastery at some level. A person at an advanced stage would necessarily be able to serve as a strong and reliable source of leadership not only to his / her organization but to the individuals within his or her followership.

"This is the most important, most useful, and most timely course I have taken in my 30+ years of employment. The timeliness of this course cannot be overstated, minimized, or explained in any other term than "miraculous."

Thank you for your patience and teaching ability. And thank you most of all for your humility."

To accomplish this, MindSpring Consulting has created two additional tools to help participants move closer and closer to mastery of the above principles.

- LSC Chart: The Leadership Style Chart provides the leader with an in-depth understanding of six leadership styles and behavioral patterns associated with each of those styles.

- The Leadership Box: This tool is designed to provide participants an in-depth understanding of the origins of their leadership, how their beliefs, experiences and perceptions have shaped their leadership, and what they can do about them to exact the leadership outcomes they desire.

It is intended to be an intense and challenging leadership experience that will significantly contribute to the leadership development goals of your organization.

Objectives:

As a result of our experiences, we believe that there are 5 crucial areas of development that comprise the heart of the advanced program:

- Focusing on the development of others and successful leadership strategies and goals.
- Ability to provide and receive critical feedback.
- Ability to create trust within the organization and within relationships.
- Self-awareness: an understanding of oneself that translates into an understanding of others.
- Integrity: the condition of being whole and on a mission.
- Accepting responsibility for serving as a leadership "lighthouse" for your organization.



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*This year-long program is conducted at MindSpring Consulting, Inc. / Asheville, NC.  
To see programs that can be conducted at your location, turn to page 14.*

<b>Course Title:</b>	The Mastery of Leadership: Developing the Evolving Leader
<b>Course length:</b>	12 days
<b>Location:</b>	MindSpring Consulting, Inc. / Asheville, NC
<b>Costs:</b>	\$6165.00 (Represents a GSA discount of 10% from \$6850.00 or 12% discount for 4 or more individuals from the same organization!)

MindSpring's vast experiences in working with individuals and groups across the US have taught us many valuable lessons. This wisdom is embedded in this year-long, proven leadership ladder that consists of 12 days of development, representing five crucial areas of growth.

#### Program One (2 days)

##### Flexibility and Adaptability: Refining Your Personal Style

###### Benefits for the individual:

- Increase your flexibility while managing conflict, navigating change, and creating your future.
- Enhance awareness of your natural leadership style, communication patterns and stress behaviors.
- Work with a comprehensive and proven leadership model.
- Develop a keen understanding of other styles while improving your ability to provide effective feedback to different styles.
- Become aware of the factors affecting your leadership outcomes, both positive and negative.

###### Benefits for the organization:

- Develop a leader who understands that different styles require different strategies for optimal success.
- Increase appreciation for diversity of styles in the organization.
- Provide a perceptual lens through which to view team development.

#### Program Two (2 days)

##### Integrity: The Foundation of Leadership

###### Benefits for the individual:

- Work with a challenging model to increase individual and organizational integrity.
- Increase your intentionality by developing a behavioral plan for walking a path of integrity in your life and work.
- Explore 10 stages of integrity and the predictable behaviors and outcomes of each.

###### Benefits for the organization

- Increase trust, dependability, and motivation among employees.
- Increase responsibility and decrease destructive behavior at all levels of operations.
- Implement strategies for moving up the ladder into higher levels of responsibility, performance and organizational innovation.

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### Program Three (3 days) Leadership through Emotional Intelligence

#### Benefits for the individual:

- Profile your current leadership condition through 20 competencies of emotional intelligence.
  - Learn to give and receive feedback while remaining calm and focused.
  - Understand the link between emotions, thoughts and actions.
  - Manage and direct the energy, flow and intention of your emotions.
- Attract and sustain rewarding interpersonal relationships.

#### Benefits for the organization:

- Develop a leadership bridge that facilitates growth throughout the organization.
- Implement a strategy for dealing with conflict and providing feedback that is “win/win.”
- Address the three challenges of leadership.

### Program Four (2 days) Wellness and Healthy Choices for the Overwhelmed Leader

#### Benefits for the individual:

- Identify precisely the habitual triggers that cause you to live in stressful conditions.
- Plot your habitual stress processes through the mind, body, emotion, and outcome stages to create new templates of behavior and responses to daily stress.
- Design and implement healthy mental, physical and emotional strategies as response mechanisms to leadership demands.
- Increase awareness of your inner resources to deal productively with stress.

#### Benefits for the organization:

- Increase the leader's ability to respond effectively to change, pressure, conflict and uncertainty, especially in tough economic times.
  - Improve the leader's behavior modeling for others in the organization.
- Increase clarity and intentionality of the whole group.

### Program Five (3 days) Leadership through Emotional Intelligence: The Advanced Program

#### Benefits for the individual:

- Identify the path of the evolved LeaderSelf through The Leadership Style Chart which provides you with an extraordinary understanding of your leadership behaviors and outcomes.
- Be willing and able to develop others and serve as a lighthouse for your organization.
- Understand the causes and corrective action needed for employee dis-engagement.
- Present the evolved view of your LeaderSelf and the outcomes you desire.
- Turn wisdom gained in your leadership development process into action and create leadership legacy.

#### Benefits for the organization:

- Identify the path for emerging leaders to follow.
- Creating a culture of employee engagement.
- Implement the process of building and maintaining mentoring relationships.
- Expand the organizational vision in creating the future.

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*This program is conducted at YOUR LOCATION.*

*Prices do not include travel, lodging, or meals. It does include all participant materials.*

<b>Course Title:</b>	Leadership Beginnings: Style and Style Impact
<b>Course length:</b>	2 days
<b>Location:</b>	At your location
<b>Costs:</b>	\$8075.00 for 10-20 participants and \$9025.00 for 21-35 participants (Represents a GSA discount of 5%)

Style and Style Impact involves significantly increasing your awareness of the needs, beliefs, motivations, and emotions that are creating your leadership patterns.

To accomplish this goal, the program will focus on the 10-step leadership model developed by MindSpring Consulting that highlights 10 essential aspects of leadership development. In addition, we will assess the individual within the group. The profile will identify:



- What is easy for the individual to do.
- What kind of work environment the individual prefers.
- Areas in which the individual may have difficulty.
- What the individual may need to learn.

Using an approach that serves as a self-awareness lens into the internal dynamics and forces within the group, individuals will:

- Examine and explore their perceptions, values, and communication patterns.
- Look at the barriers to their own individual growth

and potential.

- Understand more accurately than before their relationship to the group and their degree of willingness to enhance that role by improving their own individual style.

#### Objectives:

- Work with a clearly defined leadership model in such a way that a common leadership language is shared and articulated throughout the organization.
- Understand the forces driving your leadership style.
- Become aware of the factors, visible and invisible, which are impacting your leadership effectiveness.
- Create a leadership development plan that addresses those findings.

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*This program is conducted at YOUR LOCATION.*

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<b>Course Title:</b>	Individual and Group Dynamics: Building Effective Teams
<b>Course length:</b>	2 days
<b>Location:</b>	At your location
<b>Costs:</b>	\$8075.00 for less than 20 participants and \$9025.00 for groups between 21-35 participants (Represents a GSA discount of 5%)

### Individual and Group Dynamics: Building Effective Teams

How can we use individual and group dynamics to overcome obstacles and create a powerful team spirit?

What are the problems in our group relationships that prevent us from reaching goals?

What creates barriers on our team to our communication?

How can we get past our conflicts?

MindSpring's team building program not only answers these questions but also demonstrates how the entire organization benefits when leaders and members increase their awareness of group dynamics. The highest performing teams are people chosen for their how well their personalities, motivations, and values might support positive group dynamics, rather than members who are there only because they have similar roles in the organization.

Because you can't know where your team needs to go next unless you know where you are now, our program starts with assessing the strengths, weaknesses, and needs of individual members. Using a style delineator, participants will examine and refine their understanding of the dynamics related to successful teams, develop appreciation for differences, and understand how to nurture those differences into a productive force.

This team-building experience will allow participants to:

1. Examine and explore their perceptions, values, and communication patterns.
2. Look at the barriers to their own individual growth and potential.
3. Zero in on their relationship to the group and acknowledge which skills they need to improve and which ones they should enhance in order to contribute to the team's success.

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*This program is conducted at YOUR LOCATION.  
Prices do not include travel, lodging, or meals. It does include all participant materials.*

<b>Course Title:</b>	Integrity: The Foundation of Optimal Performance and Innovation
<b>Course length:</b>	2 days
<b>Location:</b>	At your location
<b>Costs:</b>	\$8075.00 for 10-20 participants and \$9025.00 for 21-35 participants (Represents a GSA discount of 5%)

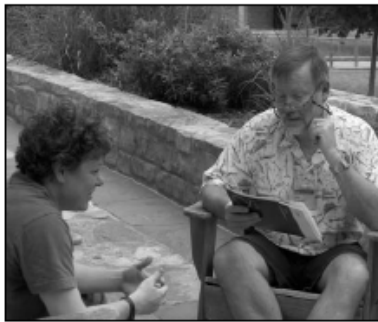
The absence of integrity penetrates the core of our social, political, professional and family lives. The workplace can be affected by theft, passive aggressive behaviors, and one-upmanship. The corporate scandals that have severely weakened the economic stability of this country reveal the dark side of business in America, accounting for the loss of security and well-being for thousands.

We continue to operate out of a condition of survival, not realizing that requirements of survival have long since been met.

Integrity is a natural condition with which we are born but in time, learn to give up, thinking we are better off without it. As a result, we become so acclimated to competitive, win/lose environments and relationships, it never occurs to us there is a way out. The degree of integrity you practice alters not only every circumstance of your life, but your reactions to those circumstances.

"I am writing to express my sincerest gratitude for the work you do and for the results I achieved. At the time the seemingly benign exercises, experiences and interactions during the course has lead to a monumental shift in my consciousness which has led to an increase in my productivity and leadership presence, well-being, as well as a marketed increase in business. While I continue to work to integrate that which I absorbed during the course, the benefits have been experienced almost immediately. The investment I made in terms of both time and money were well spent and paying returns in both the financial as well as spiritual arena. Thank you again."

Integrity: The Foundation of Optimal Performance and Innovation is a transformational program designed to look at different stages of integrity and the natural results of each stage. Based upon the work of Ron Smotherman, M.D., this program provides clear descriptions and identifiable characteristics of each stage, as well as suggestions and strategies for moving up the ladder into higher levels of responsibility, performance and organizational innovation.



#### Benefits for the Individual:

- Concrete and practical model of integrity.
- Identification of predictable integrity outcomes.
- Strategies and motivation for increasing integrity and performance outcomes.

#### Benefits for the Organization

- A clearly defined plan to increase integrity throughout the organization.
- Increase of trust, dependability, and motivation among employees.
- Increase of responsibility and decrease of destructive behavior at all levels of operations.

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*This program is conducted at YOUR LOCATION.  
Prices do not include travel, lodging, or meals. It does include all participant materials.*

<b>Course Title:</b>	Leadership through Emotional Intelligence
<b>Course length:</b>	3 days
<b>Location:</b>	At your location
<b>Costs:</b>	\$12,825.00 for 10-20 participants and \$14,606.00 for 21-35 participants (Represents a GSA discount of 5%)

Our definition of emotional intelligence is the degree to which you can direct the flow, energy, and intention of your emotional machinery at will, regardless of the circumstances. This is not an easy task. Coming under fire, operating under pressure, dealing with conflict, confronting problematic relationships at work...all of these have the tendency to drive the leader into the worst of themselves.

EQ is a hidden advantage. It is a science of personal effectiveness, leadership, and trusting relationships. It is a dynamic of leadership that can create and sustain trust, loyalty, commitment, productivity, and innovation in organizations when properly managed. We believe strongly that it is the cornerstone of powerful, dynamic leadership.

Through individual and group activities, the Leadership through Emotional Intelligence program can serve as a valuable and lasting tool in helping you reach your leadership goals. Therefore, careful attention is paid to the development of a strong foundation. From the individual and group activities and the assessment results, you will be provided the opportunity to address your situation and prepare strategies that address the outcomes you truly desire and ones that your followership requires.

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This "hands-on" program is intended to confront you in a healthy and appropriate manner about your emotional intelligence so that, without exception, you will leave here as a better leader, a better follower, and a better person.

#### Individual Benefits

- Increasing your ability to deal with conflict and critical feedback.
- Understanding the 5 basic emotions and how they affect your life and work.
- Increased understanding in dealing effectively with stress and habitually negative states.

#### Organizational Benefits

- Deliver a superior product backed by superior customer service.
- Develop the potential of your organization's #1 resource: its people.
- Think outside the box in an innovative and timely manner.

#### Skills That Matter

- Training your LeaderSelf to override your StressSelf.
- Communicate out of Leadership Condition rather than Leadership Position.

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Prices do not include travel, lodging, or meals. It does include all participant materials.*

<b>Course Title:</b>	Dealing with Conflict and Difficult People
<b>Course length:</b>	2 days
<b>Location:</b>	At your location
<b>Costs:</b>	\$8075.00 for 10-20 participants and \$9025.00 for 21-35 participants (Represents a GSA discount of 5%)



Dealing with Conflict and Difficult People focuses on the skill of constructive discontent, the ability to remain comfortably uncomfortable in conflict, to be the number one characteristic by which your leadership is judged and remembered. Increasing your ability to give and receive critical feedback in a positive and healthy manner is essential to positive, accountable leadership.

The skill of giving and receiving critical feedback is paramount in developing trust throughout the group. On nearly every performance measure, high performing teams are good at sharing feedback. It's not personal.

Staying calm and deeply intentional in the face of strong words and emotion is the truest indicator of your leadership. How you respond to feedback determines the outcomes of group work.

In many cases, the traditional leader will come at the worst of "them" from the worst of "him / her." Operating out of stress and defense, the traditional leader attacks the message and / or the messenger. Our work centers on the ability to deal with the worst of "them" from your LeaderSelf versus your StressSelf. But there are also times to be the giver of difficult feedback. There are times to initiate conflict. To achieve this goal, MindSpring has created two central strategies that will help you improve your ability to deal with conflict immediately.

#### Program Objectives:

- Increase your understanding of the nature of critical feedback.
- Learn strategies for moving through conflict with the intention of creating a win/win scenario.
- Examine your thinking process, its barriers, and how to increase your ability to give and receive critical feedback without taking it personally.

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*This program is conducted at YOUR LOCATION.*

*Prices do not include travel, lodging, or meals. It does include all participant materials.*

<b>Course Title:</b>	Wellness and Healthy Choices for the Overwhelmed Leader
<b>Course length:</b>	2 days
<b>Location:</b>	At your location
<b>Costs:</b>	\$8075.00 for 10-20 participants and \$9025.00 for 21-35 participants (Represents a GSA discount of 5%)

The Overwhelmed Leader program focuses on increasing your understanding of personal wellness and teaches techniques that reduce stress and improve the physical and mental aspects of daily living.

Unchecked tension, anger, frustration, and insecurity are all negative triggers into stress that can easily erode your well-being. Discovering repetitive patterns that keep you stuck in these negative emotional states is highlighted. Because emotional pain and conflict are often stored in the muscles and tissues of our bodies, part of the workshop is dedicated to discovering some of those areas, and altering the manner in which you deal with stress.

The Overwhelmed Leader teaches leaders who are inundated with daily responsibilities how to trigger natural relaxation processes in the body and to develop an effective personal response to stress and conflict. Increasing awareness of your inner resources to deal productively with stress is emphasized.

#### The Stress Process

- Irrational beliefs about stress.
- Polarities of the mind as conditions for stress.
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#### Benefits for the individual:

- Identify precisely the habitual triggers that cause you to upload and live in predictable, stressful conditions.
- Plot your habitual stress processes through the mind, body, emotion, and outcome stages to create new templates of behavior and responses to daily stress.
- Design and implement healthy mental, physical and emotional strategies as response mechanisms to leadership demands.
- Increase awareness of your inner resources to deal productively with stress.

#### Benefits for the organization:

- Increase the leader's ability to respond effectively to change, pressure, conflict and uncertainty, especially in tough economic times.
- Improve the leader's behavior modeling for others in the organization.
- Increase clarity and intentionality of the whole group through the leader's improved clarity and intentionality.

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*This program is conducted online from any location.*

<b>Course Title:</b>	360° Leadership Evaluation Process
<b>Course length:</b>	2 weeks or less
<b>Location:</b>	Online
<b>Costs:</b>	\$472.50 (Represents a GSA discount of 10% from \$525.00.)

The Profiles CheckPoint 360 Competency Feedback System is a multi-rater feedback process that provides participants with an opportunity to receive an evaluation of their job performance from the people around them – their boss, their peers, and the people whose work they supervise. From this feedback, participants can compare the opinions of others with their own perceptions, positively identify their strengths, and pinpoint the areas of their job performance that could be improved. This assessment process is concerned with the participant's job performance in eight skill clusters and 18 universal competencies, described as follows:

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  - Listens to others
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  - Works efficiently
  - Works competently
- **PRODUCTION**
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- **DEVELOPMENT OF OTHERS**
  - Cultivates individual talents
  - Motivates successfully
- **PERSONAL DEVELOPMENT**
  - Displays commitment
  - Seeks improvement

"I just wanted to tell you thanks for all that you have done to help our organization grow and for pushing me out of my comfort zone. It would have been easy for me not to 'do the deed' but you would not let me get away with it. You probably know I was never lacking in confidence but you clearly have mentored me into becoming an even more powerful person. You have been one of the 2-3 most powerful, influences in my life and I will always appreciate you for that."

## THE PROCESS

Each participant completes an evaluation, a process that takes about 30 minutes. They are guaranteed anonymity (except for the 'Boss') and urged to be honest and objective in their responses. Participants may complete their assignments via the Internet and results from all participants are compiled in a report that is returned to the individual.

The 360° Competency Feedback System is an effective leadership development system that pays big dividends in improved performance. The proposed coaching that accompanies this evaluation process is detailed on the following page.



*This program is conducted by telephone from any location.*

<b>Course Title:</b>	Individual Coaching
<b>Course length:</b>	TBD
<b>Location:</b>	Telephone Conference
<b>Costs:</b>	\$135.00 per hour (Represents a GSA discount of 10% from \$150.00)

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These leaders are known by a strong emotional awareness of themselves and others, a strong ability to read other people, and a well-developed ability to receive and give critical feedback in an appropriate manner. They demonstrate appreciation for people at all levels of daily operations and understand that leadership power is gained not through power over people but through power with people.

They are aware of their impact on others and practice what we refer to as leadership "Os:"

**Leadership Objective:**  
To meet or exceed the production, financial or service goals of the organization.

**Leadership Obligation:**  
Plain and simple: To create environments in which the followership wins.

They are constantly involved in improvement processes and can inspire groups by their mere presence. Steeped in integrity, they have an increased understanding of non-linear dynamics of groups and of the nature of cause and effect. They understand that it is not about their own needs but the needs of the group.

**STEP ONE**  
Developing the relationship, we will discuss the issues, current and emerging conditions, and desired leadership goals.

**STEP TWO**  
We will customize the coaching process, determine what evaluation tools are to be used, and establish timelines.

**STEP THREE**  
Comprehensive and impacting coaching sessions take place to address findings and design strategies to improve.

**STEP FOUR**  
We will provide follow-up and follow-through sessions to address intended outcomes and to motivate the leader to stay on the path of improvement.

**What organization doesn't need leaders like this?**

These are the kinds of leaders and leadership behaviors that our coaching processes and skills can help you develop in your organization, resulting in an improvement in leadership conditions, daily operations, relationships, and organizational climate.

"This training is a must for all employees. I can't explain what happened here this week, but it's something I'll never forget."

*This program is conducted at YOUR LOCATION.*

*Prices do not include travel, lodging, or meals. It does include all participant materials.*

<b>Course Title:</b>	Leadership through Emotional Intelligence: The Advanced Program
<b>Course length:</b>	3 days
<b>Location:</b>	At your location
<b>Costs:</b>	\$12,825.00 for 10-20 participants and \$14,606.00 for 21-35 participants (Represents a GSA discount of 5%)

The Advanced Program represents the advanced leadership program, a culmination of growth following the entire leadership development process.

There are many different views of what leadership entails. However one may look at it, leadership in its advanced form implies pursuit of mastery at some level. A person at an advanced stage would necessarily

be able to serve as a strong and reliable source of leadership not only to his / her organization but to the individuals within his or her followership.

To accomplish this, MindSpring Consulting has created two additional tools to help participants move closer and closer to mastery of the above principles.

"This is the most important, most useful, and most timely course I have taken in my 30+ years of employment. The timeliness of this course cannot be overstated, minimized, or explained in any other term than "miraculous."

Thank you for your patience and teaching ability. And thank you most of all for your humility."

- LSC Chart: The Leadership Style Chart provides the leader with an in-depth understanding of six leadership styles and behavioral patterns associated with each of those styles.

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- **The Leadership Box:** This tool is designed to provide participants an in-depth understanding of the origins of their leadership, how their beliefs, experiences and perceptions have shaped their leadership, and what they can do about them to exact the leadership outcomes they desire.

It is intended to be an intense and challenging leadership experience that will significantly contribute to the leadership development goals of your organization.



#### Objectives:

As a result of our experiences, we believe that there are 5 crucial areas of development that comprise the heart of the advanced program:

- Focusing on the development of others and successful leadership strategies and goals.
- Ability to provide and receive critical feedback.
- Ability to create trust within the organization and within relationships.
- Self-awareness: an understanding of oneself that translates into an understanding of others.
- Integrity: the condition of being whole and on a mission.
- Accepting responsibility for serving as a leadership “lighthouse” for your organization.

*This year-long program is conducted at YOUR LOCATION.*

*Prices do not include travel, lodging, or meals. It does include all participant materials.*

<b>Course Title:</b>	The Mastery of Leadership: Developing the Evolving Leader
<b>Course length:</b>	12 days
<b>Location:</b>	At your location
<b>Costs:</b>	\$5480.00 per participant (Represents a GSA discount of 20% from \$6850.00! This is the greatest value and most effective approach to developing leadership that MindSpring has to offer.

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MindSpring’s vast experiences in working with individuals and groups across the US have taught us many valuable lessons. This wisdom is embedded in this year-long, proven leadership ladder that consists of 12 days of development, representing five crucial areas of growth.

#### Program One (2 days)

##### Flexibility and Adaptability: Refining Your Personal Style

##### Benefits for the individual:

- Increase your flexibility while managing conflict, navigating change, and creating your future.
- Enhance awareness of your natural leadership style, communication patterns and stress behaviors.
- Work with a comprehensive and proven leadership model.
- Develop a keen understanding of other styles while improving your ability to provide effective feedback to different styles.
- Become aware of the factors affecting your leadership outcomes, both positive and negative.

#### Benefits for the organization:

- Develop a leader who understands that different styles require different strategies for optimal success.
- Increase appreciation for diversity of styles in the organization.
- Provide a perceptual lens through which to view team development.

#### Program Two (2 days)

##### Integrity: The Foundation of Leadership

#### Benefits for the individual:

- Work with a challenging model to increase individual and organizational integrity.
- Increase your intentionality by developing a behavioral plan for walking a path of integrity in your life and work.
- Explore 10 stages of integrity and the predictable behaviors and outcomes of each.

#### Benefits for the organization

- Increase trust, dependability, and motivation among employees.
- Increase responsibility and decrease destructive behavior at all levels of operations.
- Implement strategies for moving up the ladder into higher levels of responsibility, performance and organizational innovation.

#### Program Three (3 days)

##### Leadership through Emotional Intelligence

#### Benefits for the individual:

- Profile your current leadership condition through 20 competencies of emotional intelligence.
  - Learn to give and receive feedback while remaining calm and focused.
  - Understand the link between emotions, thoughts and actions.
  - Manage and direct the energy, flow and intention of your emotions.
- Attract and sustain rewarding interpersonal relationships.

#### Benefits for the organization:

- Develop a leadership bridge that facilitates growth throughout the organization.
- Implement a strategy for dealing with conflict and providing feedback that is “win/win.”
- Address the three challenges of leadership.

#### Program Four (2 days)

##### Wellness and Healthy Choices for the Overwhelmed Leader

#### Benefits for the individual:

- Identify precisely the habitual triggers that cause you to live in stressful conditions.
- Plot your habitual stress processes through the mind, body, emotion, and outcome stages to create new templates of behavior and responses to daily stress.
- Design and implement healthy mental, physical and emotional strategies as response mechanisms to leadership demands.
- Increase awareness of your inner resources to deal productively with stress.

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**Benefits for the organization:**

- Increase the leader's ability to respond effectively to change, pressure, conflict and uncertainty, especially in tough economic times.
  - Improve the leader's behavior modeling for others in the organization.
- Increase clarity and intentionality of the whole group.

**Program Five (3 days)**

**Leadership through Emotional Intelligence: The Advanced Program**

**Benefits for the individual:**

- Identify the path of the evolved LeaderSelf through The Leadership Style Chart which provides you with an extraordinary understanding of your leadership behaviors and outcomes.
- Be willing and able to develop others and serve as a lighthouse for your organization.
- Understand the causes and corrective action needed for employee dis-engagement.
- Present the evolved view of your LeaderSelf and the outcomes you desire.
- Turn wisdom gained in your leadership development process into action and create leadership legacy.

**Benefits for the organization:**

- Identify the path for emerging leaders to follow.
- Creating a culture of employee engagement.
- Implement the process of building and maintaining mentoring relationships.
- Expand the organizational vision in creating the future.

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*This Interactive Multimedia software is conducted at YOUR LOCATION.*

This product can be hosted on the licensee's site and integrates with all major Learning Management Systems (LMS). Content created with Adobe Presenter is SCORM 1.2 and SCORM 2004 certified and AICC compliant. It has also been successfully integrated with Moodle.

**Name:** Becoming the Totally Responsible Leader

**Format:** Interactive Multimedia (IMI)

**Compatibility:** Can be integrated with all major Learning Management Systems (LMS) and is SCORM 1.2 and SCORM 2004 certified and AICC compliant.

**Training Platform:** Adobe Presenter 7.x

**Availability:** Off the shelf ready. Details are in the attached document.

**Price:** \$179.00 person / Group discounts are available / negotiable / Represents a GSA discount of 10%

### **Becoming the Totally Responsible Leader**

This fast-paced, interactive, entertaining program teaches how to stay positive, productive and effective—no matter what the circumstances. Participants learn to handle situations that normally “get to them” or that they “take personally.” They learn the emotional intelligence competencies of learning how to handle negative emotions and difficult situations, no matter the circumstances. Building on the notion that EQ, not IQ, determines the quality of leadership, participants are led to develop those qualities needed. Additionally, the program helps participants manage stress, deal with difficult people, solve problems, handle conflict, empower others and be open to and utilize feedback effectively.

Topics include dealing with the victim mentality in oneself and others, assisting others to be personally responsible, eliminating criticism and gossip in the workplace, embracing feedback and learning to focus on the things that matter. Benefits include improved leadership and teamwork through emotional intelligence and effective relationships.

**Length:** Three to three and a half hours, depending on the pace of the learner. The course includes exercises in every module, requiring the learner to think about practical application in everyday life. But because the program is interactive, and participants “stop” the program in order to complete the exercises, the actual times may vary.

**Modules:** The program is comprised of seven distinct topics, divided into nine training modules. The topics are as follows:

#### **1. Identifying and Releasing the Victim Mentality**

Participants will discover that they—and everyone—express the victim mentality and that it can be released. They then see how to use their new skill in many areas of their professional and personal lives.

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Participants are introduced to the description of the victim mentality (see page 6 of this document) and statements which reveal its expression (see page 7). Participants learn how to recognize when they are becoming victimized by becoming aware of specific thoughts, emotions, body postures, and strategies.

Self-awareness of the state is developed for the purpose of being able to choose a more appropriate response to any circumstance, rather than engaging in knee-jerk, victim reactions. Participants learn that “Awareness Allows Choice.” Through experiential and humorous exercises, each participant learns to identify those specific circumstances in life that are associated with his or her entering into the victim state. Specific examples of worksite situations are used as illustrations.

## 2. Becoming the Totally Responsible Person/Leader

Describing the opposite pole on the spectrum from Victim Mentality the statement of the Totally Responsible Person® (TRP®) is introduced (see page 6 below). It is contrasted with the statement of the “Victim Mentality.” Participants develop the ability to choose how they approach any situation no matter how difficult. Examples of historical and contemporary figures illustrate how using principles of “personal responsibility” can lead to overcoming “impossible” adversity. Participants are introduced to specific ways and methods of converting negative emotional energy into positive, creative expression including the concept of “Reversing the Flow.” Participants learn how to stay positive, productive and effective, no matter what the circumstances, that they can choose their attitude and mood and that they can influence others to do the same. Character can be developed and is emphasized as the result of the choices we make. Service is offered as a motivation for all activities and its beneficial effects are explained and illustrated, thus enhancing the abilities of those who desire to become servant leaders.

## 3. Avoid “Group” Victim in Organizations

Participants come to recognize how groups within an organization feel victimized by one another: white collar/blue collar, night shift/day shift, officers/enlisted personnel, etc, and they learn how to avoid or resolve these issues by recognizing the existence of “group victim” and “using one’s head” to solve problems rather than resorting to the usual emotionality of complaining, blaming and whining.

## 4. Avoid Rescuing and Enabling Others

Leaders can empower others when they hold them accountable and do not rescue or enable negative and victim behaviors. Participants learn the negative impact rescuing and enabling others can have on work and life in general. They will identify ways they have been doing it and be led through exercises in which they will learn how to hold others accountable, thus gaining their respect and appreciation. To enable is to “disable.” Leaders must avoid it. This segment provides leaders specific tools with which to approach the entitlement mentality so prevalent in today’s society.



## 5. Receiving Feedback

The single most significant barrier to receiving feedback is the victim mentality. Eliminating it, therefore, increases one's ability to use feedback for improvement. Participants will learn that feedback is everywhere and that many life situations provide it daily.

Hearing that emotional reactions are feedback from which one can learn, participants expand their horizons regarding what is feedback and how it can be used for their improvement.

Stories illustrate the points made. Participants are introduced to the concepts of “standing under” feedback and “humming” over it.

### The TRP Action Program

Participants create their own practical steps and timetable for applying the lessons from the program. They clearly see how they will use it—starting immediately.

#### 1. The Importance of Meaning and Purpose

A discussion of the significance of having a clear purpose in any worthwhile endeavor: both at work and at home. Stories illustrate how a clear purpose can help us focus on the things that matter, thus revealing to us that all the other things (which typically “get to us” or that we “take personally”) really don't matter. This segment is introduced with a humorous skit showing how—when we are motivated by a higher purpose—we can effectively manage our emotional state, no matter what the circumstances. The concept of “It really doesn't matter” is introduced.

A user manual is provided along with documents that can be supplied beforehand or printed out while engaged in the program.

#### 2. Technical qualifications of business to provide requested items.

This on demand online IMI uses the latest version of Adobe Presenter 7.x. TRP Enterprises, Inc. has expertise in the implementation of this online training platform available to it and in house. User requirements recommended by Adobe's web site are:

- Internet Explorer 5.5, 6, or 7 (Windows)
- Mozilla 1.x (Windows)
- Firefox 1.5 or 2.x (Windows or Mac)
- Safari 1.x or 2.x (Mac)
- Netscape 8 (Windows)
- 100MB of available hard-disk space
- 800x600 screen resolution (1,024x768 recommended)
- Adobe® Flash® Player 8 or 9 or later for Windows or Mac
- Flash Player 9 for Linux® or Solaris™

This product can be hosted on the licensee's site and integrates with all major Learning Management Systems (LMS). Content created with Adobe Presenter is SCORM 1.2 and SCORM 2004 certified and AICC compliant. It has also been successfully integrated with Moodle.

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1b. Lowest priced Item:

Dealing with Conflict, Anger, and Difficult People

Per Webinar

\$135.11

1c. N/A

2. Maximum order: \$1,000,000.00

3. Minimum order: \$135.00

4. Geographic coverage (delivery area): Worldwide

5. Point(s) of production (city, county, and State or foreign country): 966 Tunnel Road / Asheville, NC 288095

6. All prices listed are final price. No other discounts are given.

7. Quantity discounts. None

8. Prompt payment terms: Net 30

9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold. Yes

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold. Yes

10. Foreign items (list items by country of origin). Not Applicable

11a. Time of delivery. Not Applicable

11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery. Not Applicable

11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery is available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery. Not Applicable

11d. Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery.

12. F.O.B. point(s). Not Applicable

13a. Ordering address(es).

Office: 828 – 298 – 2488

Fax: 828 – 298 – 4444

Email: inquiry@helpingyougrow.com

Contact: Haydn Hasty, M.A., Ed.S., Ph.D., President

Terry Hasty, M.S., Vice-President

13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment address(es):

MindSpring Consulting, Inc.  
966 Tunnel Road  
Asheville, NC 28805-2026

15. Warranty provision. Not Applicable

16. Export packing charges, if applicable. Not Applicable

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level). Not Applicable

18. Terms and conditions of rental, maintenance, and repair (if applicable). Not Applicable

19. Terms and conditions of installation (if applicable). Not Applicable

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). Not Applicable

20a. Terms and conditions for any other services (if applicable). Not Applicable

21. List of service and distribution points (if applicable). Not Applicable

22. List of participating dealers (if applicable). Not Applicable

23. Preventive maintenance (if applicable). Not Applicable

24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). Not Applicable

24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/).

25. Data Universal Number System (DUNS) number: 944943380

26. Notification regarding registration in SAM database.

Entity	Mindspring Consulting, Inc	Status: Active
DUNS: 944943380	CAGE Code: 3WoL1	View Details
Has Active Exclusion?: No	DoDAAC:	
Expiration Date: 05/30/2014	Delinquent Federal Debt? No	

## SUMMARY



Dear GSA Customer;

Thank you for taking the time to consider our services!

Our mission is to provide individuals and the organizations for which they work with the skills and motivation needed to better their professional and personal lives through the understanding and mastery of the dynamics that are shaping them.

Committed to superb customer service and providing innovative and powerful development training, I am certain we can be a significant resource to you personally, your team, and your organization.

Give us a call to discuss any of your needs and we hope to earn your business in the future.

Sincerely,

A handwritten signature in black ink that reads "Haydn Hasty".

Haydn Hasty, M.A., Ed.S., Ph.D.  
President

MindSpring Consulting, Inc.  
966 Tunnel Road  
Asheville, NC 28805

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Web: [www.helpingyougrow.com](http://www.helpingyougrow.com)